

# BODY LINK

Bodyshop Solutions from Viccari Wheele

## Welcome to the sixth edition of the Bodylink newsletter:

We're delighted to report that the last few months have been a really busy time for both Viccari Wheele and ClaimWatch®. Since ClaimWatch was launched in June 2002 it has tracked more than 35,000 vehicle repairs - and 'switched-on' bodyshops and insurers are delighted by its double benefit of time saving, combined with improved customer care. Viccari Wheele has also had a good few months. We've consolidated our already solid reputation as

a provider of high quality design and marketing literature for the bodyshop industry and are proud to have worked with some well-known names and on some innovative projects. In this, our sixth issue of BodyLink, we bring you details of both businesses. Overleaf you can read about some of ClaimWatch's latest successes, including links to software houses, our first insurer recommendation and the launch of version 2.3.

## The Noble art of accident repair...



Kingscourt Coachworks of Chessington had a specific challenge. They have an excellent local reputation as a repairer specialising in prestige sport marques but also wanted to ensure they attract other customers who may view Kingscourt as being 'not for them' or simply too expensive. "It was important to show that we are as happy repairing Nissans as we are Noble sport cars" says John Foy, Kingscourt MD. Our new brochure really pushes the limits of design for the bodyshop market

using metallic print finishes and, because Kingscourt is the only officially approved bodyshop for Noble sports cars in the South, an eye-catching photograph of a Noble was used on the front cover. Steve Wheele of Viccari Wheele, says "It's a prestigious brochure to reflect their heritage, but it also clearly shows that they do not work exclusively on prestige cars. I am confident that it will bring them the results they want - encouraging local motorists to benefit from this impressive facility".

## A Supreme example...

Basildon (Essex) based Supreme Bodyworks Ltd has recently had the full 'Viccari Wheele treatment' - and now has a new bodyshop brochure and website to boast about and to boost sales!



Managing Director Richard Edwards, (known to all as Eddie) said, "We were looking to strengthen our image and attract new business and realised that the best way forward for us was to invest in high quality marketing materials. And of course, as everyone who's anyone has a website we opted for one too!"



[www.supremebodyworks.co.uk](http://www.supremebodyworks.co.uk)

"We chose Viccari Wheele because they have a good name in this industry and I'm very pleased with the work they did for us. Both the brochure and the website are just as we wanted. I have no complaints about any aspect of their work and I'm confident that the investment will help us attract more customers through the doors."

## Make-over for Cosmetic City

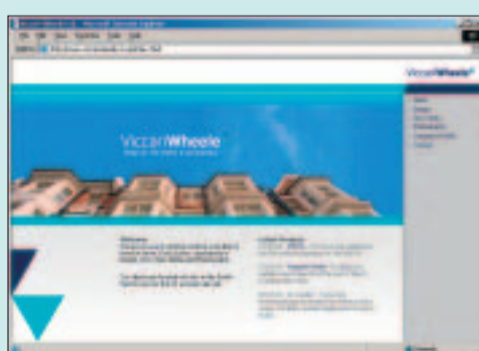


Viccari Wheele has recently completed an exciting new website and logo design for Smart repairers, Cosmetic City. The concept took the unusual direction of featuring the actual materials that can be repaired using today's 'Smart technology'. This involved carefully photographed and cropped images of glass, fabric, leather, vinyl, plastics and of course body and paintwork. Many bodyshops now offer Smart technology in their suite of services and it has become an important part of the accident repair industry.



The result speaks for itself. View the site on [www.cosmeticcity.co.uk](http://www.cosmeticcity.co.uk)

## Viccari Wheele takes its own advice!



[www.viccariwheele.co.uk](http://www.viccariwheele.co.uk)

At last we've taken our own advice and invested time and money in building a new website! [www.viccariwheele.co.uk](http://www.viccariwheele.co.uk) has been a long time in the making but we are all thrilled with the result and are confident that it reflects the professionalism and quality of both the clients we work for and the work we produce for them. Steve Wheele adds, "We're very proud of our involvement with the bodyshop industry. We've been working consistently with bodyshops for the past 15 years and during that time have gained a good understanding of the business environment and pressures they work with. We're confident that this is reflected in our new site, which features ClaimWatch, Minimec and M&A Coachworks alongside projects for clients such as the Legal Services Commission, The Citizens Advice Bureau and the RSPCA."



Above: Peter Viccari of ClaimWatch and Gary Branch of MMA  
Far Right: Repairer day - discussions and guest speakers at MMA

## MMA select ClaimWatch®



At the end of last year MMA Insurance plc (MMA), the intermediary-only insurer, recommended the ClaimWatch system to its repairer network. The decision followed a successful 6-month trial period where several MMA Approved Repairers used the system. This is now being rolled out to all MMA repairers and the feedback being received is excellent.

Gary Branch, MMA's Chief Engineer, has worked closely with ClaimWatch and its development team over the past 18 months and he comments; "We've always placed a strong emphasis on providing our customers with a responsive claims service. The ability to keep them updated on the progress of their vehicles' repair is key and ClaimWatch provides us with the facilities to do just that."

Peter Viccari, Director of ClaimWatch Ltd, is confident that MMA is the first of many

insurance companies to take on ClaimWatch. A second roll-out to another large insurance network is also well underway, which will be made public shortly. He comments, "I believe that the insurance industry has been waiting for a product like this for a very long time. It is difficult to overstate how much the network monitoring facilitated by ClaimWatch improves the claims process for insurers. Moreover, ClaimWatch puts each party (insurer, bodyshop, and policyholder) in control of their part of the claims process and, crucially, allows everyone to view work progression."



“ ClaimWatch 'lifts the lid' on the repair process and gives customers important and valuable information on a regular basis, thereby reducing follow-up calls and the inevitable stresses that surround making a claim.

Gary Branch, Chief Engineer, MMA.

## Seamless links to both Bodyshop Direct and EMACS...

For the past year ClaimWatch has been working closely with providers of bodyshop management packages to develop seamless links between their software systems and ClaimWatch. A link with Audaworkstation was established early this year and two more collaborations are now live – with ClaimWatch fully integrated with both Brown Brothers' Bodyshop Direct software and the EMACS bodyshop management system.



### Bodyshop Direct

The Bodyshop Direct link is available to all bodyshops using version 63c and above. It features SMS text

messaging, the facility to pre-book jobs and courtesy cars, customer contact diary and a 'one-click' operation to update the repair status of a vehicle.

Ian Fryatt, spokesman for Bodyshop Direct, says: "We're delighted that Bodyshop Direct customers will now have access to

ClaimWatch. This link undoubtedly adds value to Bodyshop Direct, providing its users with a proven online communication tool that gives efficiency and timesaving benefits." If you are a Bodyshop Direct user call Andy Prizeman: 01527 400464 for details



### EMACS

The EMACS link has recently been completed with a successful six-week pilot across three test sites and is now available to all bodyshops using EMACS.

The EMACS system automatically monitors the repair cycle, using the 'time bookings' made by operatives, as they complete their part of the repair, when the car moves through the bodyshop. Every six minutes the EMACS system automatically updates ClaimWatch with any new information that has been loaded. This means that ClaimWatch is updated with virtually 'real time' data without any manual intervention. As Alan Hargreaves, Managing Director at EMACS, points out, "The sophisticated yet

simple way ClaimWatch utilises text messaging and the internet combines perfectly with EMACS system of automatic updates. Together they put the customer in control, releasing staff from answering dozens of routine queries and giving the bodyshop a very professional image. It really is a 'win-win situation' for everyone." If you are an EMACS user call Alan Hargreaves: 01924 463419 for details

*Further management system links are also underway... watch this space!*



### See us at the BodyShop Live! exhibition

Meet some of the ClaimWatch team and see ClaimWatch live demos on our exhibition stand number 36 at the 'Bodyshop Live' Event in the Technology Pavilion at the Novotel, West London (the Chablis suite) on Saturday 25th September 2004.



## ClaimWatch® V2.3 launched

ClaimWatch v2.3 is now available and incorporates 28 new features, **at no extra cost**. The many enhancements include various users' suggestions and the result really is the best ever ClaimWatch.

### The major upgrade includes:

- Customisable repair stage names and comments.
- Sponsored links to advertise bodyshop services or

- to sell on to third parties.
- Any number of auto text messages and auto emails can be sent.
- Full reporting on text message delivery to Customers' mobile phones
- A direct link to the bodyshop's homepage from the customer tracking page.
- A growing number of car model types on customer pages.
- Visible hit counts on every customer page.

ClaimWatch V2.3 costs just £22 + VAT per week. For more information on the latest version log onto [www.claimwatch.co.uk](http://www.claimwatch.co.uk).

Bodyshop solutions from Viccari Wheele and ClaimWatch - [www.viccariwheele.co.uk](http://www.viccariwheele.co.uk) & [www.claimwatch.co.uk](http://www.claimwatch.co.uk)



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